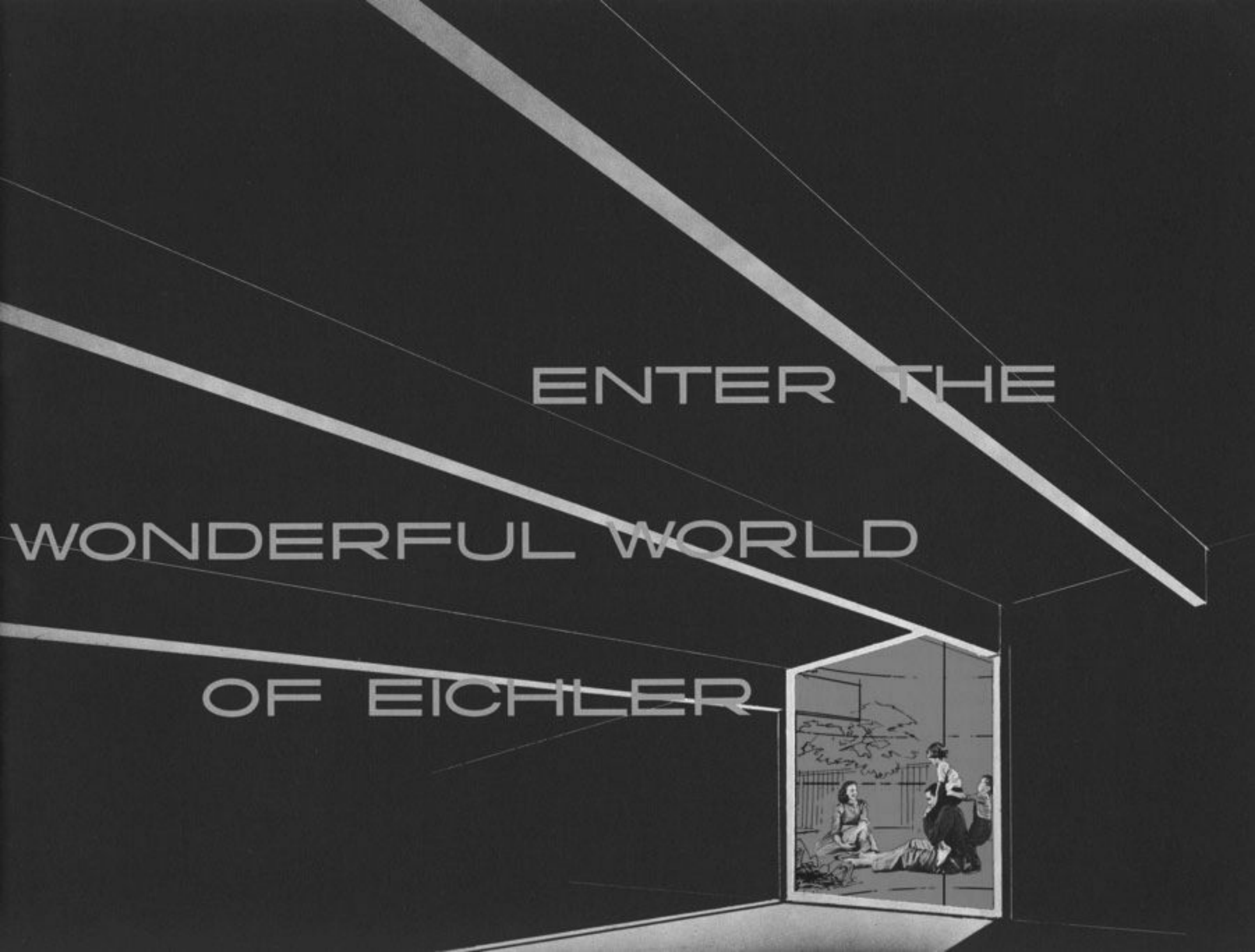
ENTER THE WONDERFUL WORLD OF EICHLER



A WONDERFUL WORLD OF BEAUTY

In your magnificent Eichler Home, you live in a world of beauty... beauty that is achieved by grace of line, skillful combining of materials and harmonious blending of colors. "Simple Elegance" is the expression used by one of our artist customers in describing his first impression of an Eichler... designed by world-famous architects Jones & Emmons and Anshen & Allen.

A WONDERFUL WORLD OF LUXURY

Luxury and good taste are brought within your financial reach through Eichler Homes design, construction techniques and large-scale buying power. Private garden patios are a visual part of each major room; open-to-the-sky inner courtyard floods your home with light and beauty; elegant master bedroom—dressing room—bathroom suite; extra room for hobbies, guests or den; abundant storage space... and many more features...

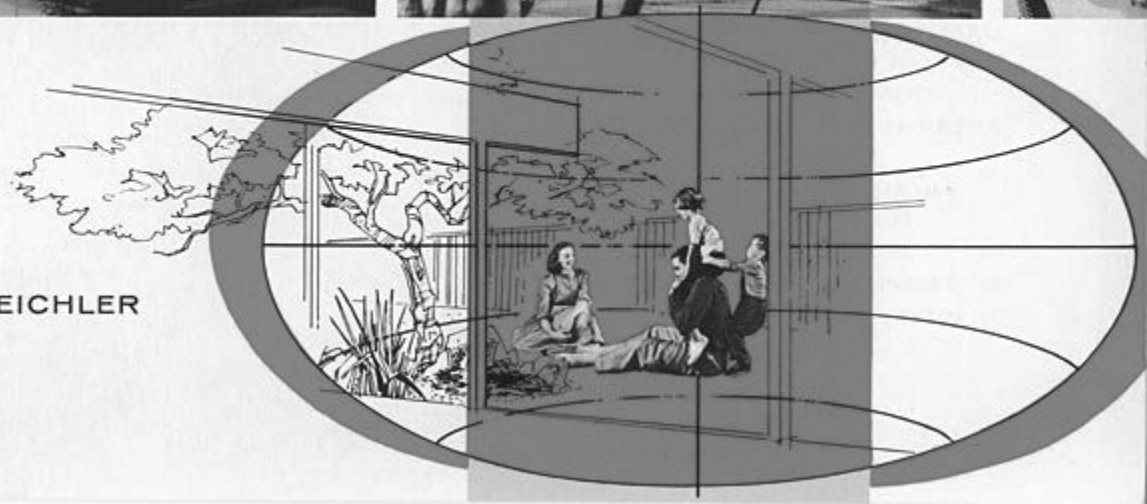
... in the Wonderful World of Eichler.

A WONDERFUL WORLD OF CONVENIENCE

Live your New Way of Life surrounded by every convenience imaginable!

The carefully developed Eichler floor plans create more usable living space, inside and out, than is offered in any other home!

Step-saving, work-saving space-arrangement . . . construction and material innovations . . . and the latest built-in appliances . . . add time to your day and years to your life.



YOU'LL LIVE BETTER IN THE
WONDERFUL WORLD OF EICHLER

Live in America's Most Honored Home . . .

NATIONAL HONORS for EICHLER HOMES

SOUTHWEST RESEARCH INSTITUTE
HOUSING RESEARCH FOUNDATION—1951
Award for developments which best exemplify the quality house program

PARENTS' MAGAZINE NATIONAL MERIT AWARD
1951-52-53-55-56-57-58-59
Best home for families with children

LIFE MAGAZINE AWARD OF MERIT—1953
For good space planning . . . attractive design

NATIONAL ASSOCIATION OF HOME BUILDERS OF U. S.—1954
Award of merit for residential planning and design

LIVING MAGAZINE AWARD—1955

A. I. A.—HOUSE & HOME, SUNSET MAGAZINE
1956-57
Award of merit for homes for better living

U. S. DEPARTMENT OF COMMERCE—1957
Citation

McCALL'S MAGAZINE—1958
Award for most wanted features in a home

HOUSE & HOME MAGAZINE AWARD OF MERIT
1958
Outstanding contribution to quality housing

AMERICAN BUILDER MAGAZINE AWARD—1958
Excellence of design and construction

AMERICAN INSTITUTE OF ARCHITECTS
SUNSET MAGAZINE—1956-57-59
Awards of merit for outstanding design

AIA-NAHB AWARD OF HONOR—1959
Outstanding cooperation between builders and architects in producing better home design and community planning

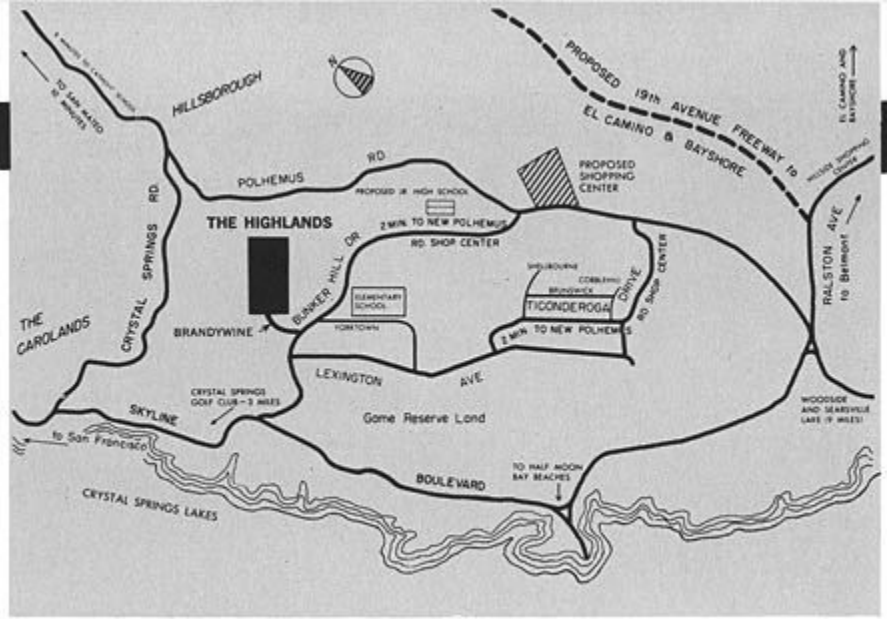
Eichler design and construction achievements have made these the most read about, most talked about, most wanted homes in all the world. Awards from the leading architectural and home-building organizations . . . awards and acclaim by nearly all the great national magazines...have introduced the Wonderful World of Eichler to millions.

The relatively few fortunate familes living in choice California locations in their world-famous Eichler Homes are not only the envy of their visiting friends, but of discriminating families (thousands of whom have written us) the nation over who hope someday to enjoy the incomparable benefits of living in an Eichler.

in The Highlands of San Mateo

SO NEAR TO EVERY
CONVENIENCE OF THE CITY

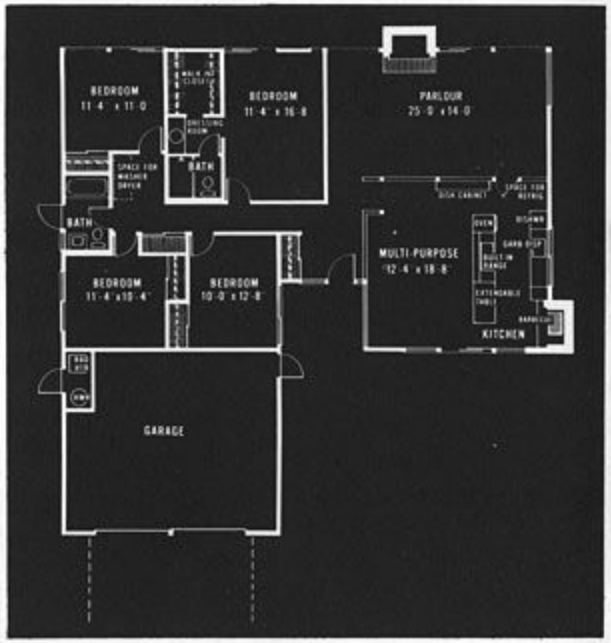
SO FAR FROM
THE BUSTLE OF CITY LIFE



There's nothing quite like an Eichler Home in The Highlands! Here, in this select setting, is country living at its best...and only 30 minutes from San Francisco. The views are breathtaking! To the North and the West, The Highlands overlooks Crystal Springs Lakes...to the South and the East, magnificent mountains. The Highlands' vista is permanently protected. Located on a plateau, this site is bordered on three sides by watershed land—where no structures can be built—so the location will always be as open and scenic as it is today. Shopping is convenient as well. The Hillsdale Shopping Center is nearby, and so are downtown San Mateo and Belmont. The new 19th Avenue Freeway will provide easy access to San Francisco-Peninsula freeways. San Mateo via Crystal Springs Road is now 10 minutes from The Highlands; Bayshore is 13 minutes. The Highlands Elementary School is directly east of the main entrance road to The Highlands—within 2 blocks of the new homes. A junior high school site is being developed on nearby Bunker Hill Drive. Transportation is furnished to Hillsdale High School. Streets and utilities are all in and paid for. You'll live BETTER in The Highlands!

IMAGINATIVE NEW FLOOR PLAN CONCE

In designing these new Eichler Homes, our architects, Jones & Emmons and Anshen & Allen, have taken an important forward step in creating plans which meet different family requirements... choose the one designed for your pattern of living!



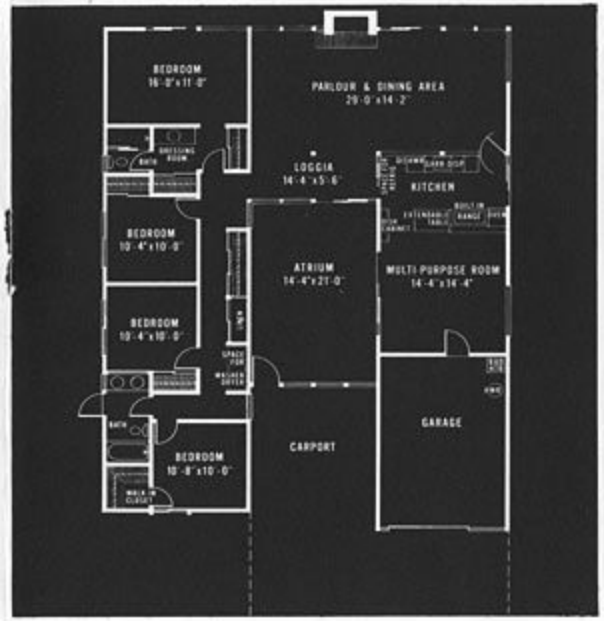
PLAN 1454

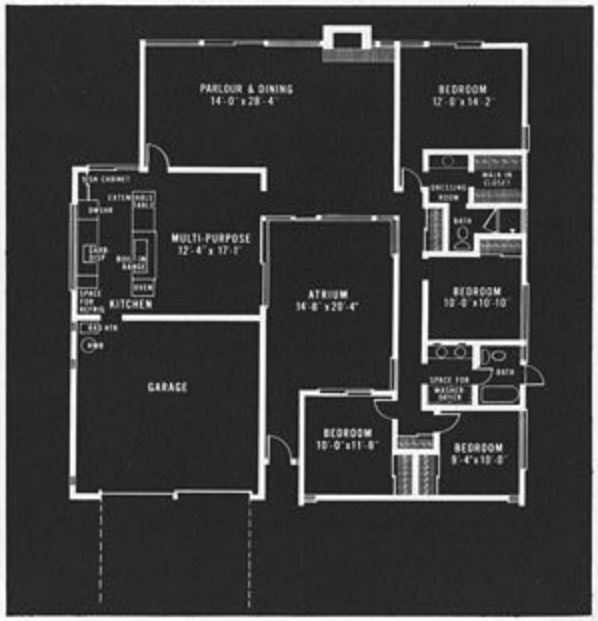
4 bedrooms, 2 baths, multi-purpose room, 2 car garage.

SQUARE FOOTAGE: Living Area 1822, Garage 501.

This plan offers a large parlour and two areas for dining, one in the multi-purpose room and one off the parlour. The private garden off the kitchen and multi-purpose room offers an area for outdoor fun and entertaining. Also note the built-in barbecue.

PTS... FOR THE MOST EXCITING EICHLERS EVER BUILT!





PLAN 1414 ALT

4 bedrooms, 2 baths, multi-purpose room, atrium, carport, garage.

SQUARE FOOTAGE: Living Area 1817, Atrium 300, Garage 305, Carport 200

An important feature of this plan is the formal dining area that opens to the rear patio. Also note that you have an entry from the garage directly into the kitchen and multi-purpose room. And look at the size of the large master bedroom!

PLAN 101

4 bedrooms, 2 baths, multi-purpose room, atrium, 2 car garage.

SQUARE FOOTAGE: Living Area 1838, Atrium 328, Garage 452

The enormous parlour and dining room has floor-to-ceiling glass walls through which sliding glass doors lead to both the atrium and rear patio. The kitchen looks into the private patio at the side and has a direct entry from the garage.

ENTER THE WONDERFUL WORLD

Choose the home... choose the lot
...designed for your pattern of living

EICHLER REPRESENTATIVE: _____

TELEPHONE: Fireside 1-1287

OF EICHLER...NOW!

THE SOUNDEST INVESTMENT YOU CAN MAKE FOR YOUR FAMILY'S FUTURE...

Your Eichler Homes Community is advanced in planning...stable in economy...blessed with cultural advantages and practical conveniences. Your neighbors are doctors, engineers, lawyers, architects, executives, businessmen, teachers, etc. They maintain their homes and, with that pride peculiar to Eichler homeowners, add value over the years in landscaping and decor.

The low down payment, long-term, low-interest rate financing provided by Eichler Homes can be a great asset if you must move and sell your home. This type of financing is rarely available on individual resale homes and may not be available in the future even on new homes. Yet you will have these terms ready-made for any prospective buyer.

If you are renting, you are wasting money. Every time you write that check for monthly rent, you get nothing for it—no equity—no tax benefit. In purchasing a home with our superb terms, the payment is lower than rent, you build an equity—and the interest and taxes are deductible from your income tax. These are some of the reasons why Eichler Homes have had such terrific resale values...which in some cases have been as much as 40% in excess of the original price. Make your investment for the future now!

STEP INTO THE WONDERFUL WORLD OF BETTER LIVING... IN AN EICHLER HOME

Unique Eichler Homes floor plan lets you enter the living room, multi-purpose room and bedrooms without crossing through any other room.

Your living room, with its dramatic fireplace, is the show room of your Eichler Home. Here, an entire wall of glass by Pittsburg presents an ever-changing mural—provided by nature!

For added privacy, bedrooms are completely separate from living areas. The master bedroom suite has its own private bath, vanity, dressing room and patio. The fourth bedroom is adaptable for guest room, study, television room, hobby room, play room or sewing room.

Your multi-purpose room, the living-center of an Eichler Home, has its own private patio reached through sliding glass doors. These are genuine Arcadia sliding glass doors—aluminum framed and fully screened.

From the world's most efficient, most beautiful kitchen, you can serve meals directly to the dining area, the multi-purpose room or the outdoor dining area. Your Eichler Home kitchen features a built-in Thermador range and oven, Waste King dishwasher and garbage disposer.

Walls-of-closets with patented Shoji sliding doors...exclusive and specially-designed kitchen cabinets with sliding doors that can't bump your head...offer the ample storage space you've always wanted—a place for everything! These doors may be removed for easy cleaning.

Many of the interior walls of your Eichler are panelled with imported Philippine mahogany which retains its beauty through the years with practically no maintenance.

The ultimate in weather-conditioning is achieved through the combination of the clean, even heat of radiant heated floors...the finest and most advanced Fiberglas insulation in roof and walls...Arcadia doors and Rusco sliding steel windows—all fully screened. Every window and sliding glass door is completely weather-stripped for greater comfort, healthier living, lower heating bills.

The Highlands in San Mateo

Magnificent homes on panoramic view lots—ideal suburban living just minutes from city services and conveniences.

Drive south on El Camino Real or Bayshore to Belmont. Turn right on Ralston Avenue (in Belmont) to the Ralston-Polhemus-Skyline Drive intersection. Turn right again on Polhemus, approximately 1 mile to The Highlands.

Greenridge in the East Bay

The East Bay's finest planned residential community . . . featuring award-winning homes . . . on hillside lots . . . with a panoramic view of the bay and hills.

Drive south from Oakland on the Nimitz Freeway. Take the Tracy-Castro Valley turnoff to the Highway 50 Freeway. Driving east on Highway 50, turn off at Crow Canyon Road. Continue on Crow Canyon Road one mile to Greenridge.

Terra Linda Valley in Marin

Nestled in the tree-covered rolling hills of Marin County . . . surrounded by natural beauty . . . an ideal background for family living.

Drive north on Highway 101, 2 miles beyond San Rafael. Turn left at the signal light at the "Terra Linda" highway sign, then immediately left again at Ranchitos Road.

Fairbrae in Sunnyvale

Luxurious new homes . . . completely equipped Swim Club-Community Center . . . in the prestige "Greenbelt" section of Sunnyvale-Los Altos.

South on Bayshore to Highway 9 in Sunnyvale. Right on Highway 9, through Sunnyvale, to El Camino Real. Right on El Camino Real to Hollenbeck Road, left on Hollenbeck to Fairbrae.

Fairglen in San Jose

Remarkable new Eichler Homes in the beautiful Willow Glen section of San Jose . . . country living with every city convenience.

Directions from downtown San Jose to Fairglen: Drive south on Lincoln Avenue or Almaden Road. Turn right on Curtner Avenue, proceed on Curtner till you reach the Eichler Homes in San Jose—located at Curtner and Booksin.

Fairgrove in Cupertino

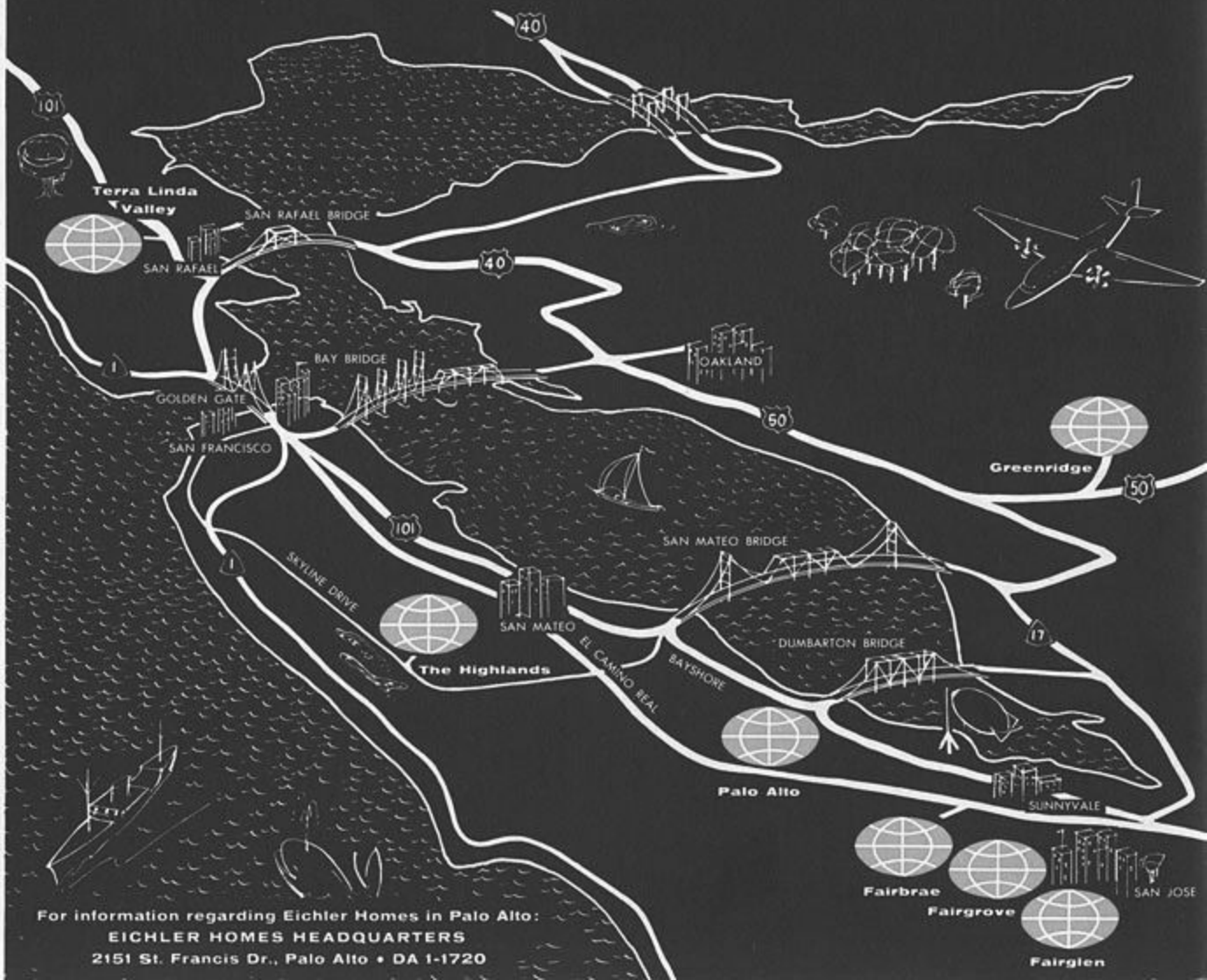
All-new Eichler Homes designs in a desirable suburban location . . . close to schools, shopping, recreation and every metropolitan convenience.

South on Bayshore to Highway 9 in Sunnyvale. Right on Highway 9, through Sunnyvale, to El Camino Real. Left on El Camino, 1 block, then resume on Highway 9 to Stevens Creek Road. Left on Stevens Creek to Tantau Avenue, right on Tantau to Fairgrove.

LIVE IN THE WONDERFUL WORLD OF

EICHLER

IN ONE OF THESE IDEAL BAY AREA LOCATIONS



For information regarding Eichler Homes in Palo Alto:

EICHLER HOMES HEADQUARTERS

2151 St. Francis Dr., Palo Alto • DA 1-1720